

REMARKS

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated April 20, 2010 has been received and its contents carefully reviewed.

By this amendment, claim 19 is hereby amended. And, new claims 24-30 are added. No new matter has been added. Claims 19 and 24-30 are presently pending in the application for consideration. Reconsideration and withdrawal of the rejection in view of the above amendments and the following remarks are respectfully requested.

In the Office Action, claim 19 is rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui* (US 5,677,741) in view of *D'Souza et al.* (US 7,046, 255) and further *McKinnon et al.* (US 6,227,668).

The rejection of claim 19 under 35 U.S.C. § 103(a) as being unpatentable over *Yui* (US 5,677,741) in view of *D'Souza et al.* and further *McKinnon et al.* is respectfully traverse and consideration is requested.

Independent claim 19 over the cited references in that claim 19 recites combination of elements including, for example, “detecting a reference gray scale level of a B color to begin reducing a color reproducibility in the LCD device by measuring the B color displayed on a liquid crystal panel of the LCD device while the gray scale level of the B color is increased; storing a gray scale value of a gray scale level of the B color being present right before the reference gray scale level in a lookup table from the reference gray scale level to a maximum gray scale level, wherein the lookup table stores gray scale values of blue, red, and green colors;”

and “compensating the received image information by analyzing a gray scale level of the B color in the received image information, and replacing a gray scale value of the gray scale level of the B color in the received image information with the gray scale value of a gray scale level being present right before the reference gray scale level retrieved from the lookup table in response to a determination that the gray scale level of the B color in the received image information is greater than the reference gray scale level, wherein the compensating includes mixing gray scale values of at least two of red, green, and blue colors.”

In particular, the recited method comprises “detecting a reference gray scale level of a B color to begin reducing a color reproducibility in the LCD device by measuring the B color displayed on a liquid crystal panel of the LCD device while the gray scale level of the B color is increased; storing a gray scale value of a gray scale level of the B color being present right before the reference gray scale level in a lookup table from the reference gray scale level to a maximum gray scale level, wherein the lookup table stores gray scale values of blue, red, and green colors” as recited in amended claim 19.

In contrast to the claimed invention, *Yui*(US 5,677,741) in view of *D'Souza et al.* and further *McKinnon et al.* do not teach or suggest at least these features of the claimed invention. Because the cited references fail to teach these features of independent claim 19, Applicant respectfully submits claim 19 is allowable over *Yui*(US 5,677,741) in view of *D'Souza et al.* and further *McKinnon et al.*. Accordingly, Applicant respectfully requests that the 35 U.S.C. 103(a) rejection of independent claim 19, as amended, be withdrawn.

Additionally, Applicant submits new claims 24 - 30 are supported by the originally filed specification, and include subject matter similar to that discussed above with respect to

independent claim 19. As such, *Yui*(US 5,677,741) in view of *D'Souza et al.* and further *McKinnon et al* also fail to teach or suggest the combined features recited in claims 24-30.

Applicants believe the foregoing amendments and remarks place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911.

Dated: July 19, 2010

Respectfully submitted,

By: /Valerie P. Hayes/

Valerie P. Hayes
Registration No.: 53,005
McKENNA LONG & ALDRIDGE LLP
1900 K Street, N.W.
Washington, DC 20006
(202) 496-7500
Attorneys for Applicant